

10 SNAP Outreach Ideas for Municipal Agencies



Help your communities break the cycle of hunger and poverty by sharing information about the Supplemental Nutrition Assistance Program (SNAP). SNAP benefits allow families to purchase more nutritious foods, like whole grains, low-fat and fat-free milk products, fruits, and vegetables. With SNAP, low-income families and individuals are better able to access healthy food, right in the communities where they live, work and play. See the following ways you can help:

1. Staff a SNAP information table to give out information and pre-screen for SNAP eligibility during Hunger Awareness month or during community sponsored events such as job fairs. Use the pre-screening tool available at <http://www.snap-step1.usda.gov/fns/>.
2. Host a food tasting, cooking demonstration, or health fair with healthy, easy to prepare recipes during Hunger Awareness month.. Give out recipe cards that contain nutrition information and the national (1-800-221-5689) or local SNAP toll free number. Check out the recipe finder at <http://recipefinder.nal.usda.gov/>. Invite local media to the event.
3. Put SNAP information, such as the national or local SNAP toll free number, in water and utility bills or community newsletters.
4. Add SNAP information to recorded "hold" messaging or other community resident information lines. Train all staff who come in contact with low-income residents with basic information about SNAP and how residents can get more information about SNAP benefits.
5. Encourage local food retailers to be active partners by printing the national or local SNAP toll free number on grocery bags, receipts, and in weekly circulars and bulletins. Work with them to host outreach events.
6. Publish and disseminate SNAP materials in languages spoken in your community. Downloadable materials are available at <http://www.fns.usda.gov/snap/outreach/translations.htm>
7. Encourage local radio stations to play SNAP public service announcements (available at <http://www.fns.usda.gov/cga/radio/radio.htm>) or play them on community access channels.
8. Display SNAP posters, flyers, magnets, and other materials in the department of social services and community buildings, such as town hall, the local library, schools, the department of motor vehicles, and community centers. Go to www.fns.usda.gov/snap/outreach/default.htm for free USDA materials.
9. Team up with SNAP outreach staff and organizations in your community that work with

immigrant populations. Develop and provide information to families to clarify eligibility questions that families with mixed immigrant status might have.

10. Encourage local elected officials to speak about the positive economic impacts of SNAP benefits for community residents and the local economy. For example, every \$1 of federal SNAP benefits coming into the economy generates nearly double that amount in local economic activity.